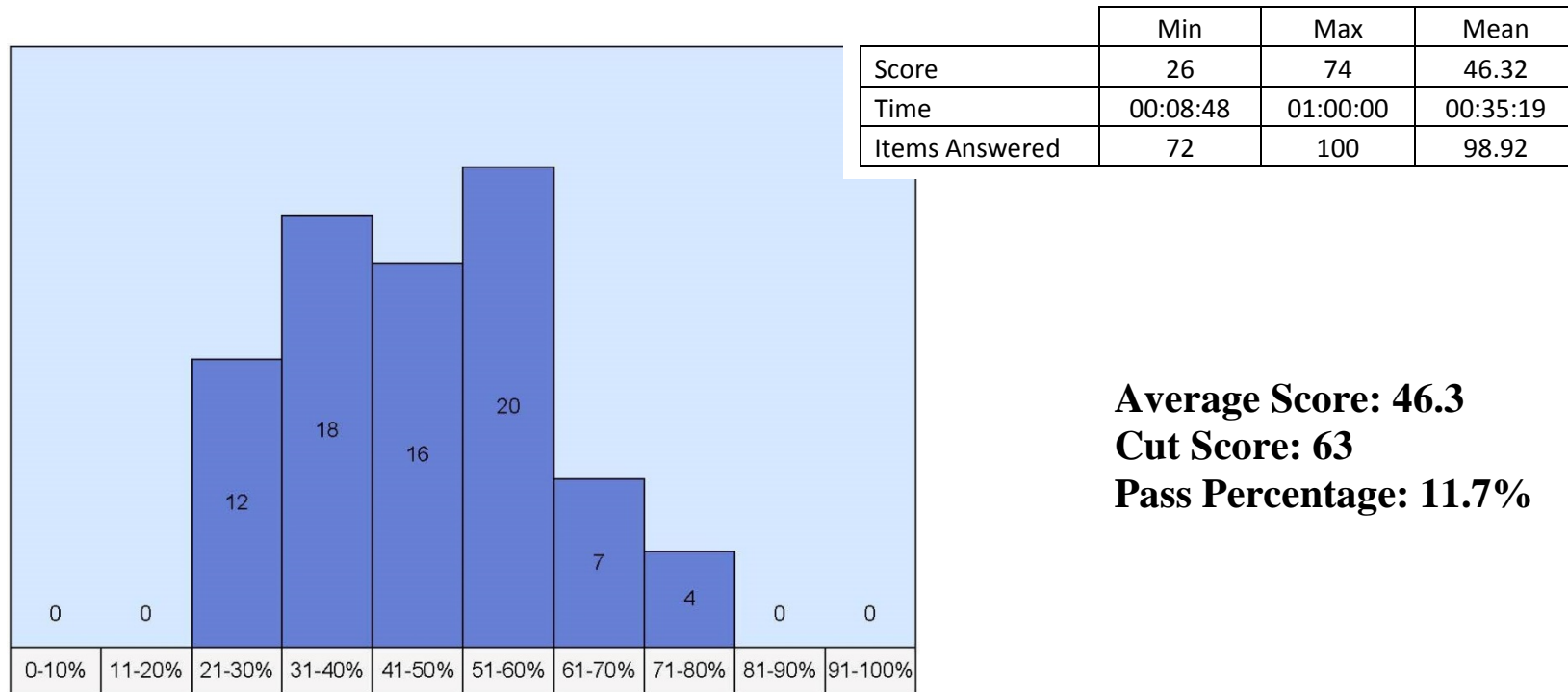




# 2013-14 State Results

## Sports and Entertainment Marketing

77 Participants



**Average Score: 46.3**  
**Cut Score: 63**  
**Pass Percentage: 11.7%**

Assessment: Sports and Entertainment Marketing  
Accumulated Results

<b>1) Content Standard 1.0 Understand Economic Systems, Indicators/Trends, and International Concepts</b>	<b>30.61%</b>
1) Performance Standard 1.1 : EXAMINE ECONOMIC CONCEPTS	30.84%
3) 1.1.3 Describe the nature and scope of economics and economic activities	46.75%
5) 1.1.5 Explain the principles of supply, demand, and equilibrium	25.32%
7) 1.1.7 Explain how quantity demands, quantity supplies, and elasticity affect price	25.97%
2) Performance Standard 1.2 : DEMONSTRATE AN UNDERSTANDING OF ECONOMIC SYSTEMS	46.75%
3) 1.2.3 Explain the nature of competition	46.75%
3) Performance Standard 1.3 : UNDERSTAND BASIC ECONOMIC INDICATORS AND TRENDS	15.58%
4) 1.3.4 Determine the impact of economic cycles on business activities	15.58%
4) Performance Standard 1.4 : UNDERSTAND BASIC CONCEPTS OF INTERNATIONAL MARKETING AND TRADE	28.57%
1) 1.4.1 Explain the nature of international marketing and trade	28.57%
<b>2) Content Standard 2.0 Demonstrate Comprehension of Business Fundamentals</b>	<b>54.87%</b>
1) Performance Standard 2.1 : DEMONSTRATE COMPREHENSION OF DAY TO DAY OPERATIONS FOR BUSINESS FUNCTIONS	36.04%
1) 2.1.1 Explain security issues with technology to protect consumer information and business data	43.51%
5) 2.1.5 Monitor internal and external communication media	28.57%
2) Performance Standard 2.2 : DEMONSTRATE KNOWLEDGE OF CONCEPTS, STRATEGIES, LANGUAGE, AND SYSTEMS USED TO OBTAIN OR CONVEY IDEAS AND INFORMATION	61.32%
1) 2.2.1 Make a verbal and written client presentation	74.89%
2) 2.2.2 Explain uses of social media platforms	60.39%
3) 2.2.3 Describe the use of mobile technology in business, e.g., QR codes, Square, etc.	54.11%
4) 2.2.4 Describe effective use of multimedia	50.65%
7) 2.2.7 Design social media content	64.94%
9) 2.2.9 Plan and conduct a meeting	59.74%
3) Performance Standard 2.3 : DEMONSTRATE COMPREHENSION OF BUSINESS LAW AND ETHICS	52.27%
1) 2.3.1 Explain the required components of a valid contract	57.79%
2) 2.3.2 Describe methods used to protect intellectual property, copyright, trademarks, etc.	46.75%
4) Performance Standard 2.4 : UNDERSTAND THE ROLE OF RISK MANAGEMENT	52.60%
5) 2.4.5 Write a communication plan for contingency/crisis management	52.60%
<b>3) Content Standard 3.0 Demonstrate Comprehension of Marketing Information Management</b>	<b>45.45%</b>
1) Performance Standard 3.1 : UNDERSTAND THE NATURE AND SCOPE OF MARKETING INFORMATION	50%
1) 3.1.1 Describe the need for marketing information	50.00%
2) Performance Standard 3.2 : UNDERSTAND MARKETING RESEARCH ACTIVITIES AS RELATED TO SPORTS AND ENTERTAINMENT MARKETING CUSTOMERS, STAFF, VENDORS, AND SPONSORS	28.57%
3) 3.2.3 Identify information monitored for marketing decision making	28.57%
3) Performance Standard 3.3 : INTERPRET MARKETING INFORMATION TO TEST HYPOTHESIS AND/OR TO RESOLVE ISSUES	43.51%
3) 3.3.3 Prepare a basic marketing report	43.51%
4) Performance Standard 3.4 : DEVELOP A MARKETING PLAN	49.35%
1) 3.4.1 Identify target markets	59.74%

4) 3.4.4 Conduct Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis and competitive analysis for use in the marketing planning process	44.16%
<b>4) Content Standard 4.0 Understand the Nature and Scope of the Product/Service Management Function</b>	<b>51.46%</b>
2) Performance Standard 4.2 : GENERATE PRODUCT IDEAS TO CONTRIBUTE TO ONGOING BUSINESS SUCCESS	54.98%
1) 4.2.1 Identify product opportunities	59.74%
3) 4.2.3 Generate product ideas	74.03%
4) 4.2.4 Determine initial feasibility of a product idea	45.45%
3) Performance Standard 4.3 : UNDERSTAND THE CONCEPT OF PRODUCT MIX	25.97%
2) 4.3.2 Determine customer need	25.97%
4) Performance Standard 4.4 : POSITION PRODUCTS/SERVICES TO ACQUIRE DESIRED BUSINESS IMAGE	55.84%
5) 4.4.5 Build a product or service brand	55.84%
<b>5) Content Standard 5.0 Understand the Nature of Pricing</b>	<b>49.35%</b>
1) Performance Standard 5.1 : ESTABLISH THE VALUE OF GOODS AND SERVICES AND DETERMINE PRICES	49.35%
1) 5.1.1 Explain the role of business ethics in pricing	47.40%
2) 5.1.2 Explain the legal considerations for pricing	31.17%
3) 5.1.3 Explain the factors that affect pricing decisions	60.39%
<b>6) Content Standard 6.0 Understand Concepts and Strategies Relating to Promotion of Products and Services</b>	<b>43.66%</b>
1) Performance Standard 6.1 : UNDERSTAND THE NATURE AND SCOPE OF PROMOTION IN SPORTS AND ENTERTAINMENT MARKETING	51.95%
1) 6.1.1 Present an argument that supports justifying money spent on advertising	79.22%
2) 6.1.2 Explain the nature and significance of word of mouth	24.68%
2) Performance Standard 6.2 : DEMONSTRATE KNOWLEDGE OF THE CONCEPT AND PURPOSE OF PUBLICITY AND PUBLIC RELATIONS	45.73%
1) 6.2.1 Analyze the reasons why a company participates in goodwill endeavors with its local community	44.16%
3) 6.2.3 Define public relations and its interaction with customers, media, and government officials	40.26%
4) 6.2.4 Describe the use of crisis management in public relations	38.96%
5) 6.2.5 Develop a public relations plan	54.55%
6) 6.2.6 Explain the duties and responsibilities of public relations specialists	42.86%
7) 6.2.7 Write a press release for a product and determine the most effective way to get coverage	45.89%
8) 6.2.8 Categorize publicity as positive or negative and explain the effects on the business	53.90%
4) Performance Standard 6.4 : DEMONSTRATE THE CONCEPT AND PURPOSE OF PUBLICITY AND PUBLIC RELATIONS	27.71%
4) 6.4.4 Describe components of an advertising campaign and how it reaches a target audience	16.88%
8) 6.4.8 Explain the nature of online advertising, e.g., advergames, virtual worlds, banner ads, pop up ads, native advertising, pay per click ads, and Search Engine Optimization (SEO) consideration, etc.	29.87%
5) Performance Standard 6.5 : UNDERSTAND THE CONCEPT AND PURPOSE OF SALES PROMOTION	56.17%
1) 6.5.1 Explain the role of endorsements in sport/event marketing	83.12%
3) 6.5.3 Explain the nature of sponsorship in the sport/event industries	59.74%
10) 6.5.10 Sell venue and sport/event sponsorships	40.26%
15) 6.5.15 Obtain endorsements for sports/events	41.56%
<b>7) Content Standard 7.0 Understand the Nature and Scope of Selling</b>	<b>46.32%</b>
2) Performance Standard 7.2 : UNDERSTAND THE PROCESSES AND TECHNIQUES OF SELLING	45.29%
2) 7.2.2 Analyze customer's buying motives and decisions	45.29%
3) Performance Standard 7.3 : UNDERSTAND THE RELATIONSHIP BETWEEN KNOWLEDGE OF THE PRODUCT OR SERVICE AND SELLING	38.96%
1) 7.3.1 Define product knowledge and features and benefits	38.96%

4) Performance Standard 7.4 : SUPPORT ACTIVITIES AS THEY RELATE TO SELLING	51.52%
1) 7.4.1 Define cash, credit, and debit	51.52%
8) Content Standard 8.0 Explain Distribution Systems for the Sport/Event Industries	37.01%
1) Performance Standard 8.1 : UNDERSTAND CHANNEL MANAGEMENT AS A FUNCTION OF MARKETING	37.01%
1) 8.1.1 Explain the nature and scope of channel management	37.01%
9) Content Standard 9.0 Understand the Scope of Finance and the Use of Financial Data	37.81%
1) Performance Standard 9.1 : UNDERSTAND THE NATURE OF FINANCE	29.87%
2) 9.1.2 Explain the nature and scope of financing	29.87%
2) Performance Standard 9.2 : UNDERSTAND THE USE OF FINANCIAL RESOURCES	38.80%
1) 9.2.1 Explain the time value of money	37.66%
2) 9.2.2 Project the total cash needed to implement an event	44.81%
7) 9.2.7 Identify potential threats and opportunities to protect businesses financial well being	36.36%